

2023 SRMEC Applicant Training

Extension Risk Management Education (ERME) Program

**Ronald Rainey
Director**

**Southern Risk Management Education Center
University of Arkansas**

Website: <http://srmec.uada.edu/>

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Extension Risk Management Education : Managing risk drives success

(extensionrme.org)

Extension Risk Management Education

"Educating America's farmers and ranchers to manage the unique risks of producing food for the world's table."



Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. Commitment to funding results; providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on this website.

Western Center

Washington State University Extension
(509) 477-2168
westrme.wsu.edu

North Central Center

University of Nebraska – Lincoln Extension
(402) 472-1742
www.ncerme.org


Northeast Center

University of Delaware Cooperative Extension
www.nerme.org

Southern Center

University of Arkansas Division of Agriculture
(501) 671-2165
srmecc.uaex.edu

ERME Events & Activities



Extension Risk Management Education
2021 National Conference
Presentations Now Online

Watch

ERME Infographic



2020

See how ERME continues to help farmers manage risks to increase profitability

What is Risk Management?



EXTENSION
RISK MANAGEMENT
EDUCATION

<http://extensionrme.org>

HOME

FUNDING OPPORTUNITIES

AWARDS

COMPLETED PROJECTS

CONFERENCES

AG RISK LIBRARY

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What is Extension Risk Management Education? - Extension RME →



EXTENSION
RISK MANAGEMENT
EDUCATION



Funding Results

Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

FOLLOW EXTENSION RME



ERME EVENTS & ACTIVITIES



ExtensionRME
SUCCESS
STORIES



AG RISK &
FARM MANAGEMENT
LIBRARY

EXTENSION RME REGIONAL CENTERS





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Join us in Omaha
March 29-31, 2022

2022 NATIONAL CONFERENCE

[Call for Presentations](#)[Agenda](#)[Pre-Conference Seminar](#)[Registration](#)[Venue/Lodging](#)[Keynote Speakers](#)[Planning Committee](#)

2023 Annual Conference
March 28 – 30
Chicago, Illinois

2022 Extension Risk Management Education

Outstanding Project Award Winners



NORTH CENTRAL
**EXTENSION
RISK
MANAGEMENT
EDUCATION**



United States Department of Agriculture
National Institute of Food and Agriculture



SOUTHERN
**EXTENSION
RISK
MANAGEMENT
EDUCATION**



NORTHEAST
**EXTENSION
RISK
MANAGEMENT
EDUCATION**



WESTERN
**EXTENSION
RISK
MANAGEMENT
EDUCATION**



Managing Risks by Improving Farm Business Managing Skills

Hall Pepper

Value-Added Financial
Analysis Specialist



UofA EXTENSION
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE



What is SRMEC?

The Southern Risk Management Education Center (SRMEC) was established at the University of Arkansas Division of Agriculture in 2009. It is funded by the USDA National Institute of Food and Agriculture (NIFA) and is one of four regional Extension Risk Management Education Centers located throughout the country.

The **mission** of the Southern Center and the national program is educating America's farmers and ranchers to manage the unique risks of producing food for the world's table.

SRMEC **Empowers Producers to Manage Risks!** The Southern Center in conjunction with the other three regional Centers conducts the **Extension Risk Management Education Competitive Grants Program**.

SRMEC Resources

Presentations posted from recent SRMEC trainings and/or collaborations

- **2018 Farm Bill Conference (KC)** held May 2019 in Kansas City, Kansas
- **2018 Farm Bill Training (ATL)** held June in Atlanta, Georgia addressing SDFR programs
- **2019 Extension Risk Management Education National Conference** held in Louisville, Kentucky

Who we serve

The Southern Center serves Alabama, Arkansas, Georgia, Florida, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Puerto Rico and the Virgin Islands. The Center strives to build networks and relationships throughout the region with growers and industry stakeholders that are diverse and grassroots based. Our ultimate goal is to deliver results by educating producers.



Recent News



2021 SRMEC Outstanding Project Award Winners

Megan L. Bruch & Hal Pepper

2017 SRMEC Progress Report

Southern Extension Economics Committee Webinars

2021 Extension Risk Management Education RFA- (CLOSED)

2021 ERME Producers Underserved by Crop Insurance RFA- (CLOSED)

Success Stories

Introduction to Risk Management



<https://srmec.uada.edu/>



Center Director

Ron Rainey

Center Director with over 20 years agricultural economics experience with Extension programming and outreach.

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(501) 671-2175



Grants/Financial Manager

Erica Barnes Fields

Financial manager responsible for administering grants and managing the financial aspects for the Center. Fields is the primary financial contact for Center grants.

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Program Manager

Celise Weems

Weems is an experienced agricultural professional driven to help farmers and ranchers enhance their business operations. She promotes the Center's resources and stakeholder engagement activities across the region. She holds a Master of Economics from the University of Arkansas and an MBA from the University of Arkansas at Little Rock

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Communications Manager

Jamie Cousins

Cousins holds a BA in Communications from Louisiana Tech University and an MA in Communication Studies from the University of Louisiana at Monroe.

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(501) 646-6930



Administrative Specialist III

Ariel Little

Little is an experienced administrative support specialist. She currently holds a BA in Mass Communication: Mass Media from Southern Arkansas University.

alittle@uada.edu

Recent News



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Introduction to Risk Management





SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION

Empowering Producers to Manage Risks



Enhancing
Quality of
Farm Family Life



Providing a
Safe & Secure
Food Supply



Improving
Rural
Prosperity



Strengthening
Economic
Viability

[**https://srmec.uada.edu/**](https://srmec.uada.edu/)

2022-23 Grant Awards

- ERME program: Eighteen (24) Extension Risk Management educational grant projects totaling **\$1,381,691** across the region.
- Traditional ERME Education: **fourteen (14) proposals totaling \$637,519 awarded**
- Producers underserved by Crop Insurance: **eight (8) proposals totaling \$734,592** were awarded.
- **Additionally, two (2) exploratory projects were funded totaling \$9,579.**

2023 RFA

- Announced **Sept. 15th, 2022**
- 2 grant pools:
 - Traditional RFA
 - Exploratory projects
 - Producers Underserved by Crop Insurance
- Applicant training **Oct. 12th**
(posted online)
- Grant closes **Nov. 17th**

**Extension Risk Management Education
Competitive Grants Program**

2023 Request for Applications

Application Deadline: November 17, 2022



**SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION**



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE



SRMEC Regional Priorities

Each project should have a plan for capturing measurable qualitative and quantitative economic effects and/or behavioral changes related to risk management. Projects with detailed evaluation plans that capture higher level producer impacts (i.e. implement versus understand across the ERME spectrum of producer actions) are ranked relatively higher.

Traditional Risk Management

1. Evaluate financial management strategies, the implementation of an exit strategy or transition to new enterprises...
2. Understanding and obtaining certifications (local, grass-fed, sustainable, organic, regenerative, etc.) and marketing labels...
3. Help producers protect, attract, train, and retain employees...
4. Educate producers about Climate-Smart Agriculture.
5. Implement effective, safe, legal, and sustainable use of integrated pest (insect, disease, weeds) management systems...
6. Managing legal risk including contracts, leasing, labor, liability, and direct marketing regulatory compliance.
7. Keep farms sustainable during ownership transfers (transition, estate planning, or preserving agricultural lands).
8. Participating in and strengthening regional supply chains.

Producers Underserved by Crop Insurance

1. Financial literacy focused on small-scale, urban agriculture, organic, specialty crop and/or diversified farmers including direct marketing operations.
2. Crop insurance and other programs including hemp production, micro-farm insurance product, and cover crop practices.
3. Solutions for pandemic related challenges to effectively deliver training (distance education, web-based, and/or online technology).
4. Underserved producers (including veterans, youth, and new & beginning farmers and ranchers).
5. Training addressing transition, succession, estate planning, and heirs property.
6. Livestock, pasture, rangeland, and forage policies including Dairy.
7. Natural disaster mitigation strategies.
8. Collaborations among non-profits and community-based organizations.
9. Working with Lenders and Crop Insurance Agents to expand access.
10. Innovative projects that address precision agriculture and/or climate smart agriculture as it relates to crop insurance.

ERME Evaluation

- Project proposals detail your work plans and we expect each outlined step to be delivered. We understand that producers reached/impacted is an estimate but if estimates are significantly different from proposal provide some details in the reporting.
- Double check your retrospective evaluation numbers to make sure that they are consistent with your number of participant numbers.
- On final report, make one of the reports “public”.



SRMEC Priorities

Each project should have a plan:

- capturing measurable qualitative and quantitative economic effects
- behavioral changes related to risk management.
- detailed evaluation plans that capture higher level producer impacts (i.e. implement versus understand across the ERME spectrum of producer actions) are ranked relatively higher.

Proposed Results

- Five levels of producer actions in order of increasing producer engagement:

1. Understand

2. Analyze



3. Develop

4. Decide



5. Implement

Knowledge

Short Term

Actions

Intermediate

Conditions

Long Term

Proposed Results & Producer Actions

- **Three levels of producer actions** in order of increasing producer engagement:

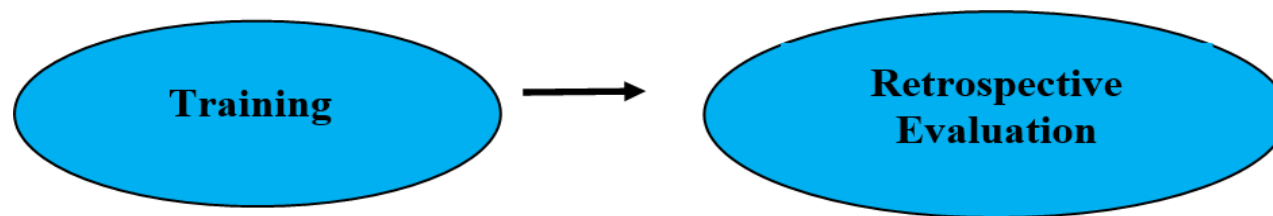
1. **Understand**Knowledge
Short Term

2. **Develop**Actions
Intermediate

3. **Implement**Conditions
Long Term

ERME Retrospective Evaluation

All ERME projects are expected to conduct this retrospective evaluation at the end of their workshop or training series.



ERME Retrospective Evaluation Across the Project Portfolio

- Prepare a retrospective evaluation for each area of risk
 - Develop a separate evaluation question for each risk.
- Use a 5 point numbered (Likert) scale
 - 1 = None
 - 2 = Low
 - 3 = Moderate
 - 4 = Advanced
 - 5 = High
- Administer to participants at the end of your project training or workshop series (**prior to your Final Report**).

ERME Evaluation

How do you rate your understanding of financial risks (List the educational objectives; i.e. how to track income and expenses, develop a business plan etc. _____), as a result of attending this risk management workshop (series)?

No

Understanding

Complete

Understanding

a. Before the meeting

1

2

3

4

5

b. After the meeting

1

2

3

4

5

ERME Retrospective Evaluation Across the Project Portfolio

RETROSPECTIVE EVALUATION

[Instructions](#)

Report the results of the required retrospective evaluation question. Enter the total for each risk area identified in the results section displayed below. Click on the green save button to total your results. Please note that each line must have a total greater than 0 to be considered complete.

LEGAL RISK

	No Understanding			Complete Understanding			Total
Prior to the project	<input type="text" value="9"/>	<input type="text" value="24"/>	<input type="text" value="32"/>	<input type="text" value="12"/>	<input type="text" value="11"/>		88
After the project	<input type="text" value="1"/>	<input type="text" value="5"/>	<input type="text" value="28"/>	<input type="text" value="20"/>	<input type="text" value="10"/>		64

PRODUCTION RISK

	No Understanding			Complete Understanding			Total
Prior to the project	<input type="text" value="18"/>	<input type="text" value="54"/>	<input type="text" value="94"/>	<input type="text" value="17"/>	<input type="text" value="22"/>		205
After the project	<input type="text" value="1"/>	<input type="text" value="26"/>	<input type="text" value="69"/>	<input type="text" value="52"/>	<input type="text" value="40"/>		188



Focused on Results/Outcomes

Grant selection, reporting, and management system seeks results:

- increases the probability that the programs we fund will improve the risk management skills of the farmers and ranchers who participate,
- is designed to improve the capacity and quality of the programs we fund,
- increases the opportunities to improve the economic viability of the farm and ranch family participants.

Introduction to Risk Management

Understanding Agricultural Risks:

PRODUCTION

MARKETING

FINANCIAL

LEGAL

HUMAN

Second Edition, 2013¹

BY

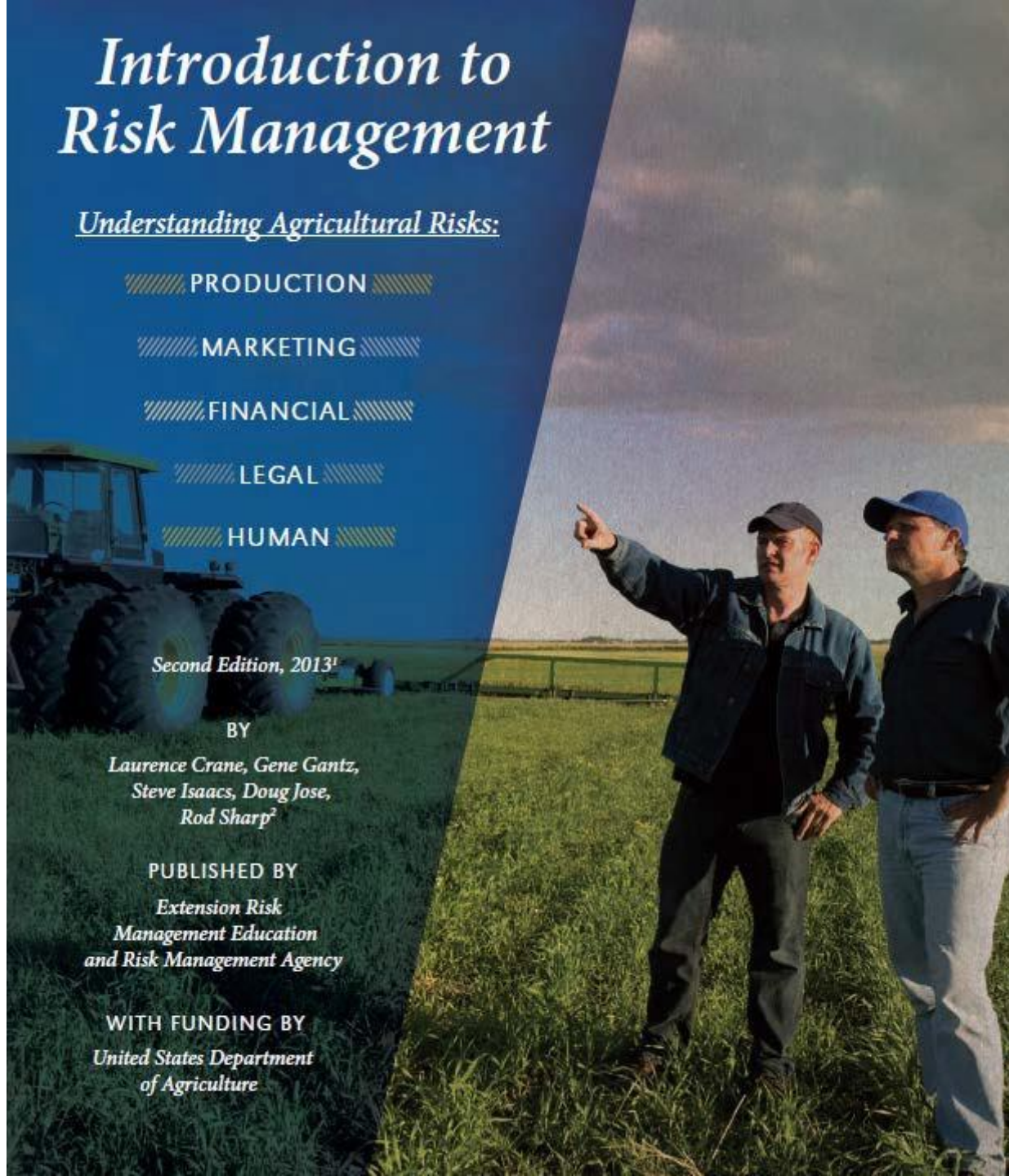
*Laurence Crane, Gene Gantz,
Steve Isaacs, Doug Jose,
Rod Sharp²*

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SRMEC Grant Management

- ***REPORTING:*** all reporting is conducted online and is submitted through the Results Verification System (RVS)
- ***TOOLS FOR PROJECT DIRECTORS:*** resources to assist with meeting your contractual obligations:
 - Funding acknowledgement requirements
 - Budget Revisions
 - Extension Requests
 - Change of Project Director

2022 SRMEC Projects of Excellence

- **Helping Tennessee Farmers Evaluate and Implement New Enterprises and Marketing Strategies.** Megan Leflew – University of Tennessee Extension, Center for Profitable Agriculture
- **Virginia Sustainable Farm and Agribusiness Education Initiative.** John Bovay – Virginia Polytechnic Institute and State University
- **Who's Going to Fill My Shoes: Planning from the Beginning to the End for Succession in a Farming Operation.** Angie Martin – Texas Corn Producers Association

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